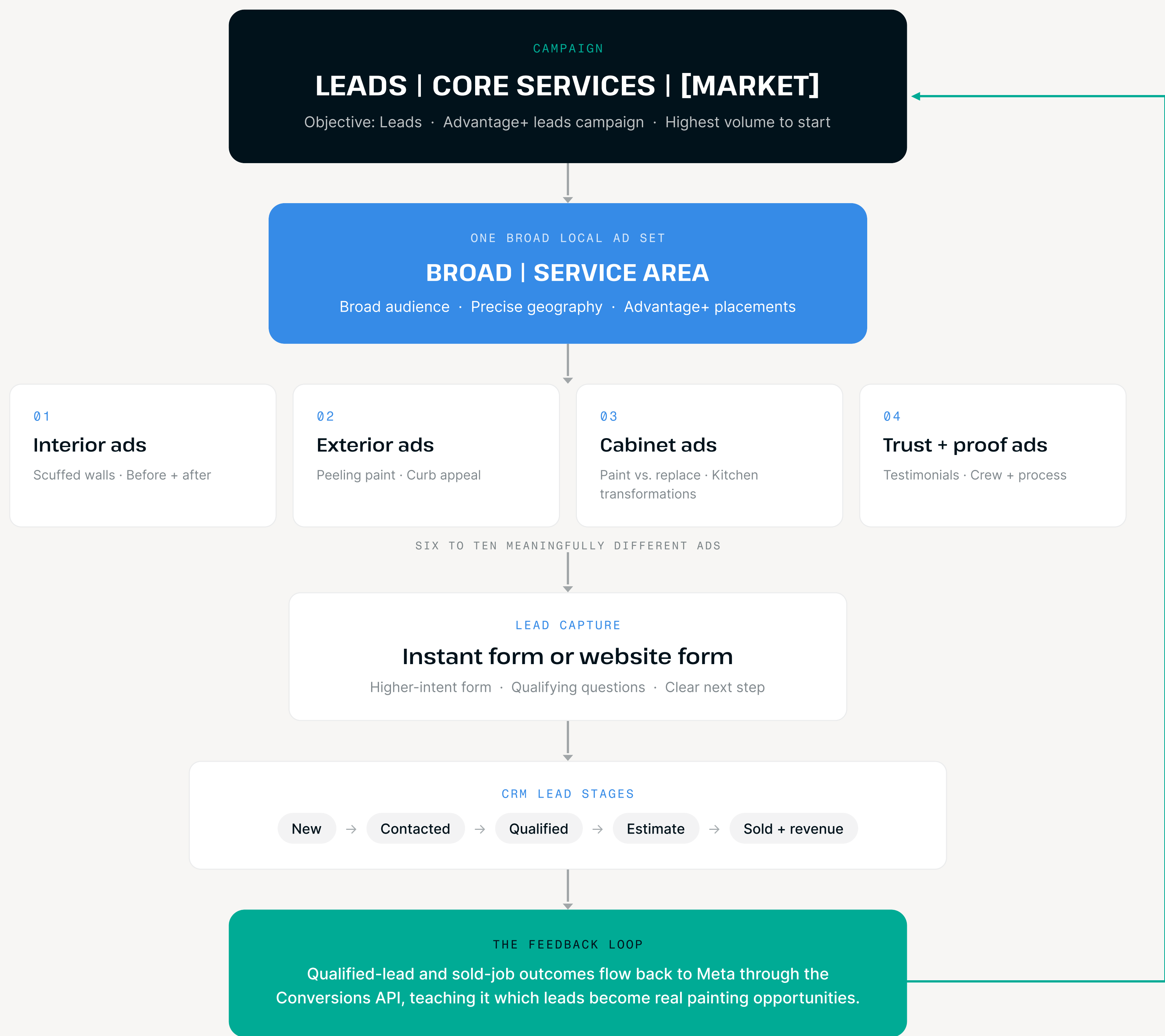


The recommended Meta campaign architecture for painting businesses



CAMPAIGN SETTINGS

Objective	Leads
Campaign type	Advantage+ leads campaign, when available
Budget	Campaign or ad-set budget; with one ad set, minimal difference
Bid strategy	Highest volume to start
Special Ad Category	None for ordinary residential or commercial painting
Primary KPI	Cost per qualified lead, not raw CPL

ONE GOAL, ONE CAMPAIGN

Judge it on cost per qualified lead

A \$100 lead that answers the phone, schedules an estimate, and buys beats a \$20 lead that ghosts you. Know your numbers, and judge the campaign on the ones that pay you.